Robert Armintor

From: "Eric Verlo" [redacted]
To: [redacted]

Sent: Monday, July 18, 2005 1:07 AM
Subject: PPLFF July 7 minutes and WEBSITE ANNOUNCEMENT

Hello all!
My return from Sunny San Francisco was delayed by a cancelled flight in Vegas, not SUCH a bad deal. I write with two matters:
1. the minutes of the July 7th meeting, sorry they are late.
2. the website is up at http://pplff.org please check it out when you have a chance. I'm looking for input such as corrections, suggestions, additional content, etc. Don't worry about being thorough, there is more coming and additional features in the works, but certainly whatever comes to your mind, I'd like to hear. For added content, if you can attach or include such in an email that would be very helpful.
I look forward to hearing from you,
Yours,
Eric

PIKES PEAK LAVENDER FILM FESTIVAL
Meeting July 7, 2005

In attendance: Joe, Bev, Paul, Bob, Jerry, Alma, Kayan, Bill, Arnel, Pam, Eric

---

1. PROGRAM
Program is entirely booked. About $6,500 on rental fees. Last year was about $5,500 maybe. Probably enough in treasury to cover rental fees.
8 shorts, 10 features. One feature is comprised of two documentaries.

Two films from STRAND, two from REGENT ENTERTAINMENT, WOLF RELEASING
Closing is LOGGERHEAD. They won't send trailers or promotional materials. Will be challenge to get stills.

---

2. BROCHURE
Bev asked to put a sentence in the brochure about CRAVINGS being open throughout the festival. It would be a drawing card for the festival.
Jerry is not sure we can get it in the Brochure. Tabling the subject of CRAVINGS relationship.

Pam needs Cote D'Azure graphic. It's on STRAND website. We will have a brochure for Gay Pride. We should have 3,000 for PRIDE. We should overprint. Total run should be 6,000. We could distribute to Denver

and Boulder, but how? Pam will send TICKET PAGE to Bob.

Brochure is not just a marketing piece. It needs to be included with pass purchases and with TICKET LETTER.

2b. TICKET LETTER
Website must be ready before letter goes out. No mention of shorts in letter. Also, have we been approved to receive the PPGL mailing list?

---

3. TICKETS
To be clear. About passes:
$50 pass is opening night, and ANY 4 films.
FOUR FILM PASS, is for any 4 films. Include the verbage AND SHORTS.

Passes will not be mailed out, all will be available at WILL CALL. Ticket purchasers will be notified by mail that their passes will be available at will call.

Printing up 100 Half passes, 50 Four film passes, 400 Opening night passes.

About giving away tickets:
Having thought about the Fusion Light Bulb issue and the concept of helping like-minded organizations, we should give more passes to organizations, and less to specific people.

For churches we need to give them two weeks to distribute. At next meeting we can bring recommendations for what organizations should be sent passes. The rest to go back to board members to distribute.

Free tickets will only be for opening night. Bev suggests not giving free ticket to same people as last year. Particularly if those people didn't come to other showings. Pick different people.

At opening night, Alma to implore audience to attend other showings. A suggestion was made to show trailers for each feature before the opening night film. Talked about putting STILLS from those films in first night powerpoint presentation.

Ask sponsors to please return complimentary tickets or pass them on to somebody who would enjoy them.

3b. NEW SPONSOR PROSPECTS
Really need a New Sponsor Coordinator to handle the financial side of the festival.

---

4. WEBSITE
Put recommendations for places to stay.

and Boulder, but how? Pam will send TICKET PAGE to Bob.

Brochure is not just a marketing piece. It needs to be included with pass purchases and with TICKET LETTER.

2b. TICKET LETTER

Website must be ready before letter goes out. No mention of shorts in letter. Also, have we been approved to receive the PFOL mailing list?

---

3. TICKETS

To be clear: About passes:
$50 pass is opening night, and ANY 4 films.
FOUR FILM PASS, is for any 4 films. Include the verbage AND SHORTS.

Passes will not be mailed out, all will be available at WILL CALL.
Ticket purchasers will be notified by mail that their passes will be available at will call.

Printing up 100 Half passes, 50 Four film passes, 400 Opening night passes.

About giving away tickets:
Having thought about the Fusion Light Bulb issue and the concept of helping like-minded organizations, we should give more passes to organizations, and less to specific people.

For churches we need to give them two weeks to distribute. At next meeting we can bring recommendations for what organizations should be sent passes. The rest to go back to board members to distribute.

Free tickets will only be for opening night. Bev suggests not giving free ticket to same people as last year. Particularly if those people didn't come to other showings. Pick different people.

At opening night, Alma to implore audience to attend other showings. A suggestion was made to show trailers for each feature before the opening night film. Talked about putting STILLS from those films in first night powerpoint presentation.

Ask sponsors to please return complimentary tickets or pass them on to somebody who would enjoy them.

3b. NEW SPONSOR PROSPECTS

Really need a New Sponsor Coordinator to handle the financial side of the festival.

---

4. WEBSITE

Put recommendations for places to stay.

---

5. PRIDE EVENT

Need as many people to march in parade, also to tend the booth. Meet at Tejon and Cache le Poudre at 11:30am, we'll be assigned where in the parade we are to march. Later we can move to a prominent location in the parade.

Joe will bring a tent, Bob will bring table. Who's got the banner? Alma has two possible tables.

We walk the big posters around the park, passing out brochures to those attendees who didn't get brochures. Kayan could possibly have a truck to move the posters up to the parade starting point. 2 people for banner, 4 people for the signs.

---

6. INDEPENDENT HOOPLA

Tabled for next meeting.

---

7. HOSPITALITY

Find out what CRAVINGS would charge, independent of sponsorship. Because SENSHA might be more competitive. Though Bev thinks they are already providing an economical package.

Sunday Continental Breakfast. We don't think we can get people to buy a breakfast, we'll have to give it away. We need to know what they would charge, for 50 people, and for 100. Before first film on Sunday. Which should be a good turnout.

Joe is trying to get photos of the FAC to let people know the venue and see that it will be a welcoming place.

---

8. CLOSING NIGHT PARTY

Closing night party, produced by Marcea Flowers, catered by Sensha. Money charged at the door will go to pay expenses of party. Marcea raised $500 at the benefit. Saturday Night party will be a SHUGAS. Neither are LGBT sites.

---

9. MISC

Should we to contribute to the Fusion light bulb fund? In order to support groups like that, we should send free passes instead of giving away money. As a non-profit organization in need of funds, Alma explained that we cannot give out funds. If there is extra money left over, we have several people to pay after the festival.

Ticket form will mention that credit cards will be processed through Bobby's business which will appear on their bill as ALPINE.

5. PRIDE EVENT

Need as many people to march in parade, also to tend the booth. Meet at Tejon and Cliche le Poodre at 11:30am, we'll be assigned where in the parade we are to march. Later we can move to a prominent location in the parade.

Joe will bring a tent. Bob will bring table. Who's got the banner?
Alma has two possible tables.

We walk the big posters around the park, passing out brochures to those attendees who didn't get brochures. Kayan could possibly have a truck to move the posters up to the parade starting point. 2 people for banner, 4 people for the signs.

6. INDEPENDENT HOOPLA

Tabled for next meeting.

7. HOSPITALITY

Find out what CRAVINGS would charge, independent of sponsorship. Because SUNSHA might be more competitive. Though Dev thinks they are already providing an economical package.

Sunday Continental Breakfast. We don't think we can get people to buy a breakfast, we'll have to give it away. We need to know what they would charge, for 50 people, and for 100. Before first film on Sunday. Which should be a good turnout.

Joe is trying to get photos of the FAC to let people know the venue and see that it will be a welcoming place.

8. CLOSING NIGHT PARTY

Closing night party, produced by Marcea Flowers, catered by Semsha. Money charged at the door will go to pay expenses of party. Marcea raised $500 at the benefit. Saturday Night party will be a SHUGAS. Neither are LGBT sites.

9. MISC

Should we to contribute to the Fusion light bulb fund? In order to support groups like that, we should send free passes instead of giving away money. As a non-profit organization in need of funds, Alma explained that we cannot give out funds. If there is extra money left over, we have several people to pay after the festival.

Ticket form will mention that credit cards will be processed through Bobby's business which will appear on their bill as ALLPINE.

NEXT MEETING WILL BE JULY 28TH. JULY 28TH. JULY 28TH. JULY 28TH.

NEXT MEETING WILL BE JULY 28TH. JULY 28TH. JULY 28TH. JULY 28TH.

7/18/2005